## WHAT IS CLAIMED IS:

1. A yoga mat, comprising:

an elongated mat having an upper surface and a lower surface;

and

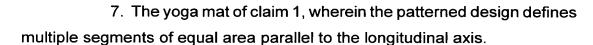
a symmetrical body placement guide on the upper surface of the mat and configured to aid a yoga practitioner to properly align the practitioner's body during yoga postures, the body placement guide including:

a patterned/design defining a longitudinal axis substantially extending the length of and bisecting the upper surface, the patterned design further defining a transverse axis bisecting the longitudinal axis; and

four equal quadrants defined by the longitudinal axis and the transverse axis, each quadrant being adjacent to two other quadrants, the patterned design in each quadrant being a mirror image of the patterned design of the two adjoining quadrants.

- 2. The yoga mat of claim 1, wherein the patterned design includes indicia positioned from the longitudinal axis at a forty-five degree angle.
- 3. The yoga mat of claim 2, wherein the indicia comprises a line extending from the longitudinal axis at a forty-five degree angle.
- 4. The yoga mat of claim 1, wherein the patterned design includes indicia positioned from the transverse axis at a forty-five degree angle.
- 5. The yoga mat of claim 4, wherein the indicia comprises a line extending from the transverse axis at a forty-five degree angle.
- 6. The yoga mat of claim 1, wherein the patterned design defines multiple segments of equal area parallel to the transverse axis.





- 8. The yoga mat of claim 1, wherein the patterned design includes step indicia within each quadrant.
- 9. The yoga mat of claim 8, wherein the step indicia are created by intersecting lines forming a ninety degree angle.
- 10. The yoga mat of claim 1, wherein the elongated mat has a rectangular configuration.
  - 11. A yoga mat, comprising:

an elongated mat having an upper surface and a lower surface; and

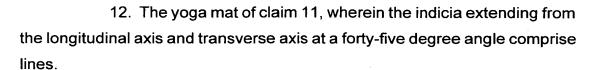
a symmetrical body placement guide on the upper surface of the mat and configured to aid a yoga practitioner to properly align the practitioner's body during yoga postures, the body placement guide including:

a patterned design defining a longitudinal axis substantially extending the length of and bisecting the upper surface, the patterned design further defining a transverse axis bisecting the longitudinal axis; and

four equal quadrants defined by the longitudinal axis and the transverse axis, each quadrant being adjacent to two other quadrants, the patterned design in each quadrant being a mirror image of the patterned design of the two adjoining quadrants;

wherein the patterned design includes indicia positioned from the longitudinal axis at a forty-five degree angle; and

wherein the patterned design includes indicia positioned from the transverse axis at a forty-five degree angle.



- 13. The yoga mat of claim 11, wherein the patterned design defines multiple segments of equal area parallel to the transverse axis.
- 14. The yoga mat of claim 11, wherein the patterned design defines multiple segments of equal area parallel to the longitudinal axis.
- 15. The yoga mat of claim 11, wherein the patterned design includes step indicia within each quadrant.
- 16. The yoga mat of claim 15, wherein the step indicia are created by intersecting lines forming a ninety degree angle.
- 17. The yoga mat of claim 1, wherein the elongated mat has a rectangular configuration.

## 18. A yoga mat, comprising:

an elongated mat having a rectangular configuration, an upper surface and a lower surface; and

a symmetrical body placement guide on the upper surface of the mat and configured to aid a yoga practitioner to properly align the practitioner's body during yoga postures, the body placement guide including:

a patterned design defining a longitudinal axis substantially extending the length of and bisecting the upper surface, the patterned design further defining a transverse axis bisecting the longitudinal axis; and

four equal quadrants defined by the longitudinal axis and the transverse axis, each quadrant being adjacent to two other quadrants, the patterned design in each quadrant being a mirror image of the patterned design of the two adjoining quadrants;

wherein the patterned design includes indicia positioned from the longitudinal axis at a forty-five degree angle;

wherein the patterned design includes indicia positioned from the transverse axis at a forty-five degree angle; and

wherein the patterned design includes step indicia within each quadrant.

- 19. The yoga mat of claim 18, wherein the indicia extending from the longitudinal axis and transverse axis at a forty-five degree angle comprise lines.
- 20. The yoga mat of claim 18, wherein the patterned design defines multiple segments of equal area parallel to the transverse axis.
- 21. The yoga mat of claim 18, wherein the patterned design defines multiple segments of equal area parallel to the longitudinal axis.
- 22. The yoga mat of claim 18, wherein the step indicia are created by intersecting lines forming a ninety degree angle.